

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Beds

Business Objective: Get people onto website and buy a new mattress or bed or both.

Funnel: FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to? Middle aged and upwards (they care more about their sleep), active people who need good rest, elderly or pained people who need good rest / sleep. After looking through reviews, these people seem to not be getting good rest prior and have been having back pains. Most of the reviews are talking about the customer service too, it seems people value being taken care of. For example, “Prompt delivery,” “Put rubber covers on their shows,” “very respectful of my home,” “The lady at the store was very accommodating with tea and water and was very helpful with us picking the mattress.” The privileged idea. From this we can see that people like to be taken care of and respected; they value the customer service just as much, maybe even more than the product itself. The prompt delivery infers that people just want their product quickly and care about the length of the process. The service puts the customer at a level of importance and status which is a desire for people. Also the fast delivery will fulfill the customers desire for their havingness sooner.

2. Where are they now? Scrolling on FB

Pain/Desire - **Active people** - chasing goals, gym, work environment, managing lots of things / busy schedule, children included.

Elderly / Pained - Not so Active - Need good rest, don't get great sleep already, need better rest for better health and more energy through the day to do tasks like household stuff, gardening, washing etc.

3. What do I want them to do? Click through and Buy

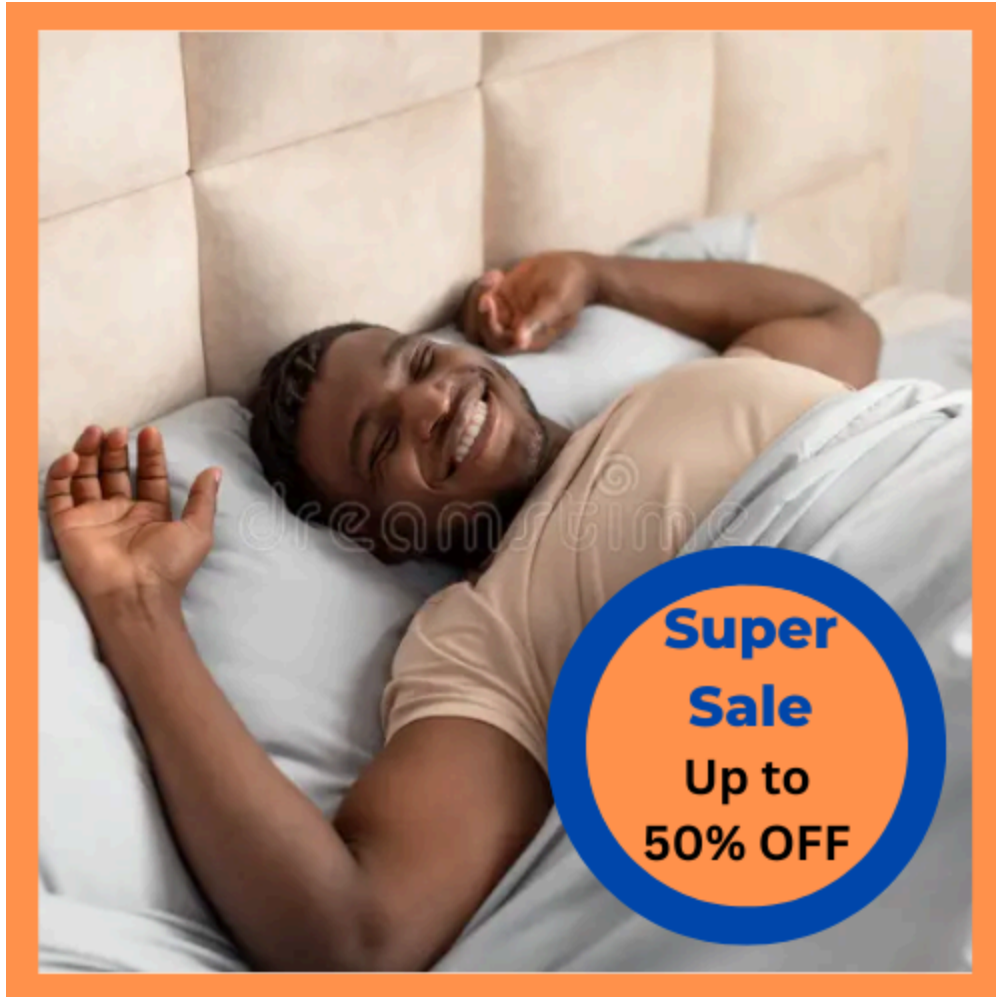
4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

5. Stop scrolling and read the ad.

6. "Super Savers" - Alliteration, Big and Bold, White on Pink (catches attention), Contrasts to photo which is dark browns, blues and greens. Under the big and bold title (in pink), the contrast color orange says "up to 50% OFF" - Cost Threshold has come down.

7. Caption - “Become a Dreams Super Saver” -
Idea of being part of a group. “...And get 50% OFF a range of beds and mattresses...” - Cost threshold comes down. “And did we mention...” - wait, there's more...! “There’s Free Delivery on everything too!” - Cost threshold down even more.
8. CTA “Shop Now” Button with “Up to 50% OFF” text re-emphasising the low cost.
9. Easy delivery process, smooth customer experience,

DRAFT



Caption

Join the Group! Be a Super Sale Superstar! There's 50% off on a range of beds and mattresses. Oh, and you'll get FAST & FREE delivery on EVERYTHING!

"So pleasantly surprised with how quickly the team got my TV bed assembled! Nothing was too much bother.



I really appreciated how they naturally put their shoe covers on to protect my carpets without being asked and made sure I wouldn't be struggling to remove the old bed that was going with them." - Anna Carlyon.

Original Ad Below

Link to ad



Started running on 2 Sep 2024

Platforms  

This ad has multiple versions 

See ad details



Dreams Beds

Sponsored

Become a Dreams Super Saver and get up to 50% off a range of beds and mattresses. And did we mention, there's free delivery on everything too!



DREAMS.CO.UK
Up to 50% off
Super Savers

Shop Now

Close